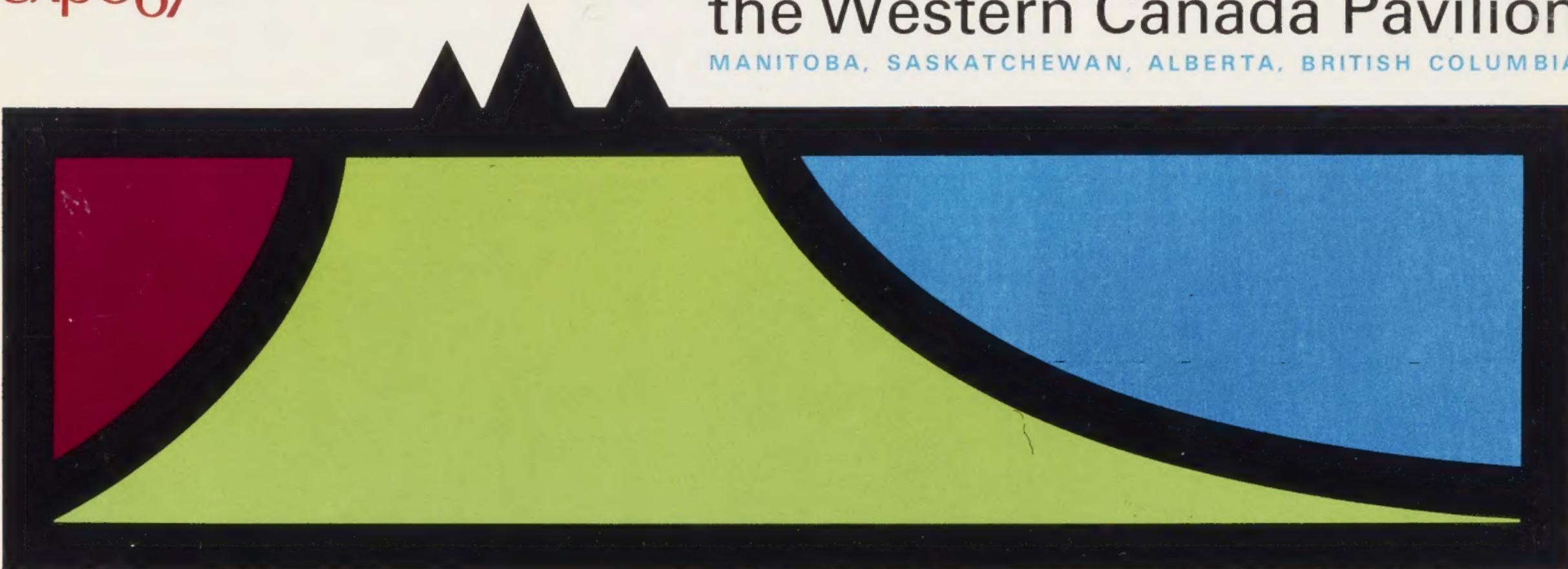


expo67

the Western Canada Pavilion

MANITOBA, SASKATCHEWAN, ALBERTA, BRITISH COLUMBIA

\$10 - SA



In less than an hour, you have travelled from Manitoba, through points in Saskatchewan and Alberta, to locations in British Columbia, in your tour through the Western Canada Pavilion. During that time, you have had opportunity to see just a few of the sources of wealth of that vast sweep of country, and to enjoy your participation in the simulated development of those selected resources.

The Western Canada Pavilion has been erected as a joint project of the governments of British Columbia, Alberta, Saskatchewan and Manitoba, and has cost approximately \$1,350,000. It is some 12,000 square feet in area, and its roof reaches some 40 feet above street level. Towering above the roofline by some 20 feet are the tips of growing fir trees, from the forest floor within. The shape of the roofline represents in cross section the topography of western Canada, with the flat sweep of prairie, the rising foothills and the tree-clad mountain slopes.

Many of the components of the displays have been contributed by commercial and business firms throughout the west. Their involvement is gratefully acknowledged and their names listed.

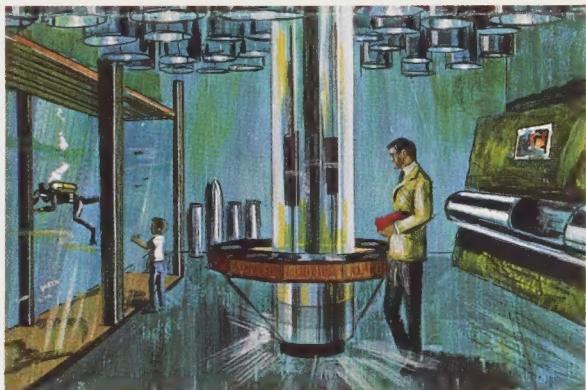
Your hostesses and guides in the Pavilion are from western Canada too, four from each of the four western provinces. It is their hope, on behalf of their respective provinces, that you will not hesitate to write for more information on the area of interest to you. You may write to any of:

British Columbia Department of Industry, Development, Trade & Commerce, Victoria, B.C.

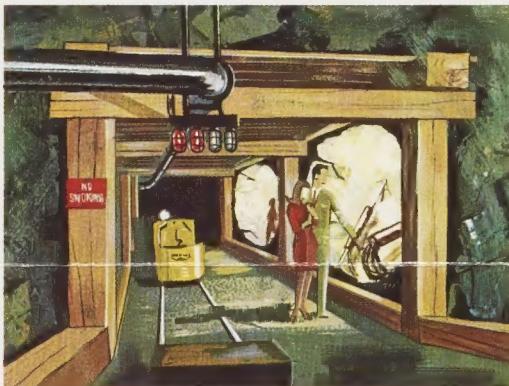
Alberta Department of Industry and Development, Edmonton, Alberta.

Manitoba Department of Industry and Commerce, Winnipeg, Manitoba.

Saskatchewan Department of Industry and Commerce, Regina, Saskatchewan.



Pavilion visitors find themselves in a realistic western farm scene as they progress through the agricultural display capsule, toward the livestock section.



The immense logging truck is an overwhelming center of attraction in the forest scene, as surrounding trees project their tops through the open roof.

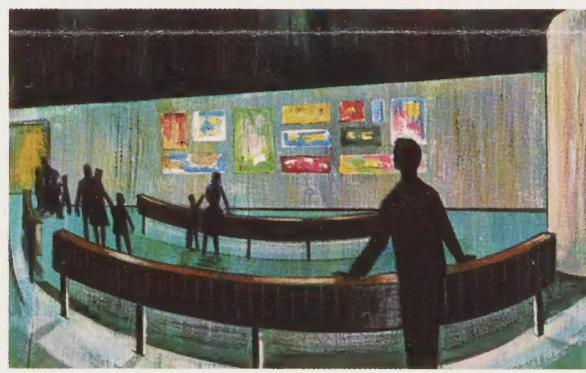
The mine, with its rocky walls imbedded with representative samples of the west's many kinds of mineral riches, depicts Western Canada's underground wealth.

Energy moves by tube, and the energy capsule conforms to this shape as it displays impressions of the tremendous energy resources of the western provinces.

The wholesome odors of processing food and the glitter of moving cans enriches the atmosphere of the food processing section.



Products of western Canadian forests range from plywoods to pulp, and from paper to timber, impressively displayed in this animated experience capsule.



The realistic fishing shed, and the writhing netful of fresh fish dripping from the side of the fishing boat, testify to the importance of the fresh and salt water fishing industry in the west.

The way of life of Western Canada's greatest resource, its people, is presented in a three-screen theatre.

Many firms and associations throughout Western Canada have participated in the development of the Western Canada Pavilion. Included are: Council of the Forest Industries of British Columbia; Calgary Power Ltd.; Saskatchewan Power Corporation; Manitoba Hydro; British Columbia Hydro and Power Authority; Canadian Utilities Limited; Northland Utilities Limited; the City of Calgary Electric System; the City of Medicine Hat Electric Utility; Atomic Energy of Canada; Bristol Aerospace Limited; British Columbia Research Council; Canadian Fishing Company; Gulf of Georgia Cannery; Continental Can Company of Canada Limited; Dorr-Oliver-Long Limited; Goodman Division, Westinghouse Air Brake Company; Hayes Manufacturing Company Limited; International Minerals and Chemical Corporation (Canada) Limited; The International Nickel Company of

Canada, Limited; Research Council of Alberta; Killbrey Industries; Canadian Association of Oilwell Drilling Contractors; Canada Bit Limited; Smith Tool Company; Telecables and Wires Limited; W. J. Bush & Co. (Canada) Limited; Connecticut Chemicals (Canada) Ltd.; Archime Manufacturing Co. Ltd.; Alta Bend (1963) Ltd.; Brandt Machine Mfg. Ltd.; Canadian Tool & Die Works Ltd.; Chicago Blower (Canada) Ltd.; Crown Implement Manufacturers Ltd.; Edwards Industries Ltd.; Galbraith & Sulley Limited; Interprovincial Steel and Pipe Corporation Ltd.; Kipp Kelly Limited; Monarch Machinery Limited; Nuclear Enterprises Ltd.; Power Machinery (A Division of Bristol Aero-Industries Limited); Richardson Road Machinery; Smith-Roles Limited; Sumner Brass Foundry Ltd., and many others.

CREDITS—Concept Designer—Opus International, Toronto; Architect—Beatson Stevens Associates, Calgary; Engineers—Reid Crowther and Partners Limited, Calgary; Construction—A. N. Bail Limited, Montreal; Display Design and Construction—Daly Displays Ltd., Winnipeg; Uniforms—designed and provided by Manitoba Garment Industry.

LITHO'D IN CANADA

Votre visite au Pavillon de l'Ouest canadien vous fera voir l'Ouest en moins d'une heure, du Manitoba à la Colombie Britannique en passant par la Saskatchewan et l'Alberta. En si peu de temps, vous aurez l'occasion de connaître quelques-unes des grandes richesses naturelles de cette vaste étendue de notre pays et de participer à la reproduction de l'exploitation des richesses qui ont été choisies pour le pavillon.

Le Pavillon de l'Ouest canadien est une réalisation conjointe du gouvernement de la Colombie Britannique, de l'Alberta, de la Saskatchewan et du Manitoba. Sa construction a coûté \$1,350,000 environ. Il occupe une superficie de quelque 12,000 pieds carrés et mesure environ 40 pieds de hauteur. La tête des sapins de la forêt reproduite à l'intérieur du pavillon s'élève à quelque 20 pieds au-dessus du toit. Le profil du pavillon évoque la topographie de l'Ouest canadien, le passage des prairies unies, le pied des montagnes et les sommets boisés.

Des entreprises commerciales de l'Ouest canadien ont

donné plusieurs des éléments de l'exposition. Nous dévoilons ici les remercier de leur participation. Leur nom figure à la dernière page du dépliant.

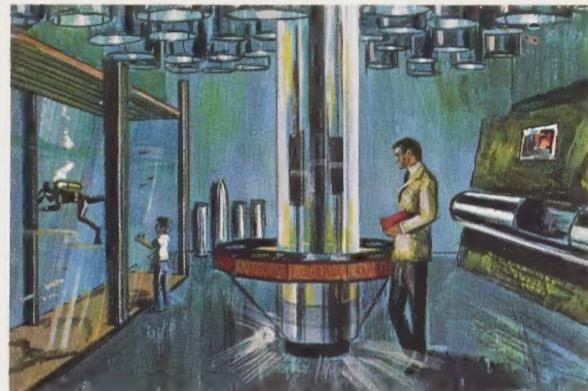
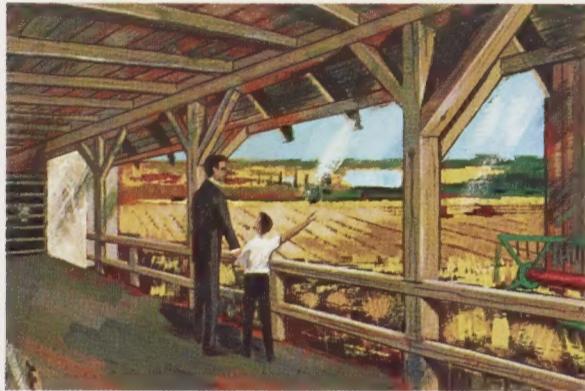
Les hôtes et les guides du Pavillon viennent tous de l'Ouest du Canada, quatre de chacune des quatre provinces de l'Ouest. Ils vous invitent, au nom de leur province respective, à écrire aux adresses ci-dessous pour obtenir de plus amples renseignements sur les régions qui vous intéressent.

British Columbia Department of Industry, Development, Trade & Commerce, Victoria, B.C.

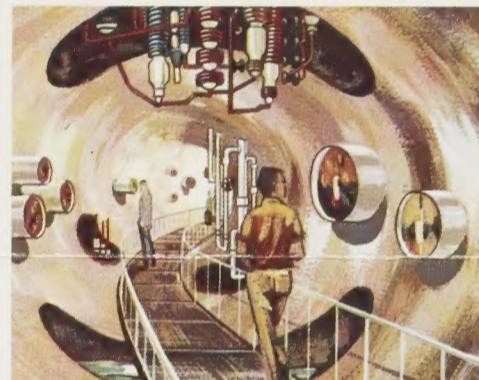
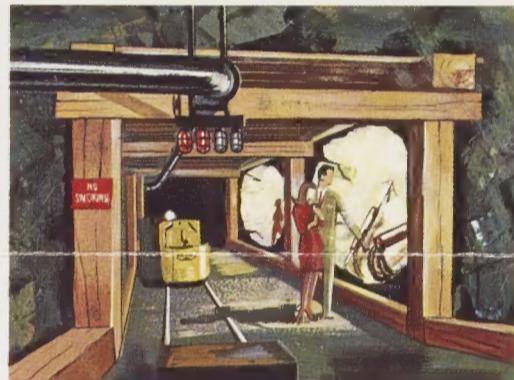
Alberta Department of Industry and Development, Edmonton, Alberta.

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Saskatchewan Department of Industry and Commerce, Regina, Saskatchewan.



Les visiteurs du Pavillon se retrouveront dans une scène rurale de l'Ouest en passant par le secteur agricole pour se rendre à celui des bestiaux.



Un élément spectaculaire du lieu d'attraction consacré aux richesses forestières, est cet énorme camion de transport du bois que l'on voit entouré d'arbres qui dépassent le pavillon par une ouverture au toit.

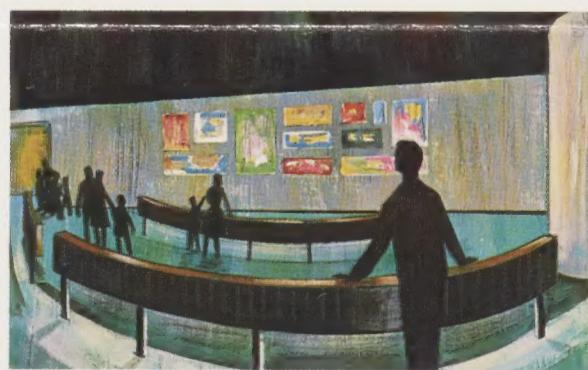
La mine, dont les murs rocheux présentent des échantillons de plusieurs sortes de minéraux que l'on rencontre dans l'Ouest, montre l'exploitation de la grande richesse souterraine de l'Ouest canadien.

La capsule de l'énergie adopte la forme d'un tube, moyen de transport de l'énergie, et cette présentation montre les immenses ressources des provinces de l'Ouest en énergie.

Dans le secteur de la transformation des aliments, l'odeur agréable des produits et l'éclat des boîtes métalliques concrétisent l'ambiance.



La gamme des produits que l'on tire des richesses forestières de l'Ouest canadien, des contreplaqués au bois de pulpe et du papier au bois d'œuvre, est exposée d'une façon impressionnante dans cette capsule animée.



La "cabane" à pêche et le filet plein de poissons frétilants près du bateau, témoignent de l'importance de la pêche de poissons d'eau douce et d'eau salée dans l'Ouest.

Le principal atout de l'Ouest canadien provient des gens qui en constituent la population. Leur mode de vie vous est présenté au théâtre, sur trois écrans.

Plusieurs entreprises et associations de l'Ouest canadien ont participé à la réalisation du Pavillon de l'Ouest. Ce sont: Council of the Forest Industries of British Columbia; Calgary Power Ltd.; Saskatchewan Power Corporation; Manitoba Hydro; British Columbia Hydro and Power Authority; Canadian Utilities Limited; Northland Utilities Limited; the City of Calgary Electric System; the City of Medicine Hat Electric Utility; Atomic Energy of Canada; Bristol Aerospace Limited; British Columbia Research Council; Canadian Fishing Company; Gulf of Georgia Cannery; Continental Can Company of Canada Limited; Dorr-Oliver-Long Limited; Goodman Division, Westinghouse Air Brake Company; Hayes Manufacturing Company Limited; International Minerals and Chemical Corporation (Canada) Limited; The International Nickel Company of Canada, Limited;

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Le Pavillon de l'Ouest Canadien

MANITOBA, SASKATCHEWAN, ALBERTA, BRITISH COLUMBIA

